

909.37K

Sum of Sales

1982

Count of Order ID

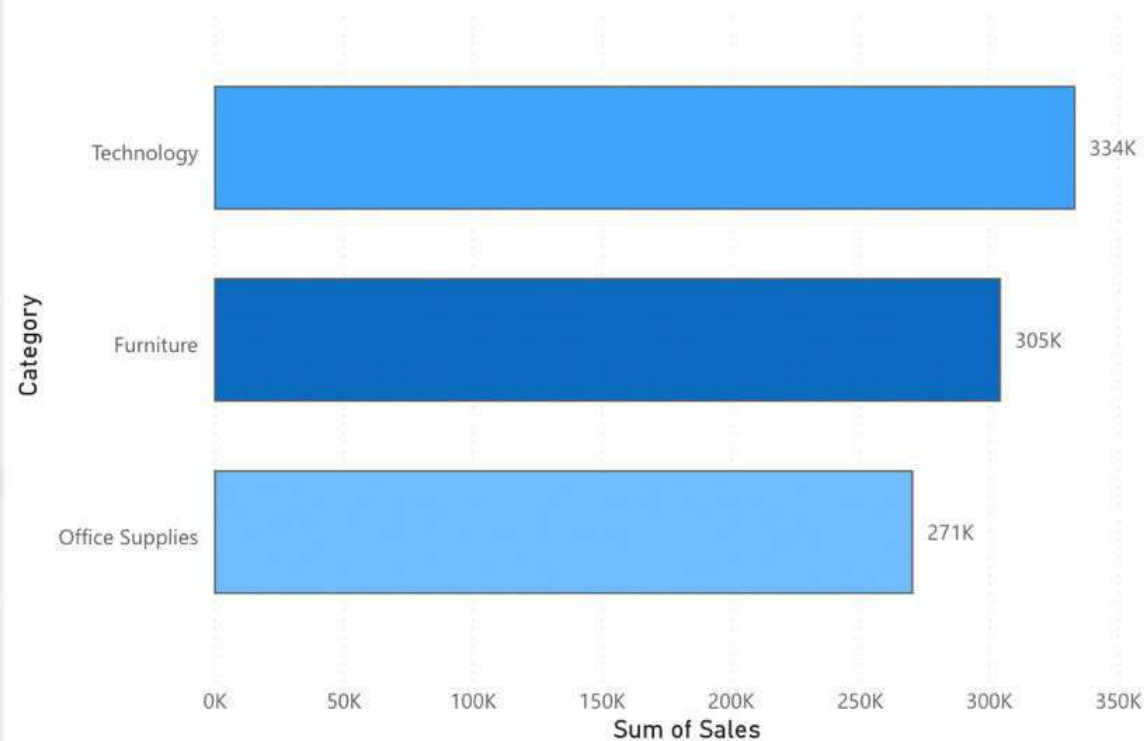
125.56K

Sum of Profit

0.13

Average of Discount

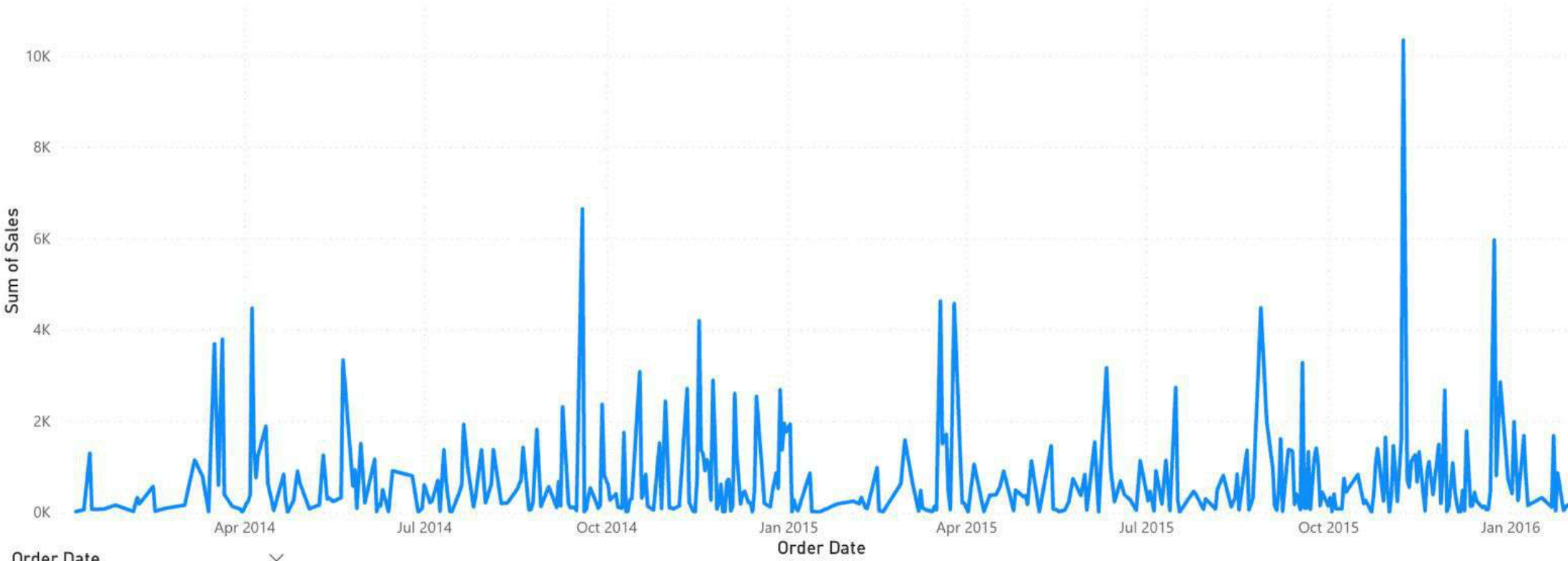
Sum of Sales by Category



Segment, Region

- ^ ☒ Consumer
- ☐ Central
- ☒ East
- ☒ South
- ☒ West
- ∨ ☐ Corporate
- ∨ ☐ Home Office

Sum of Sales by Order Date



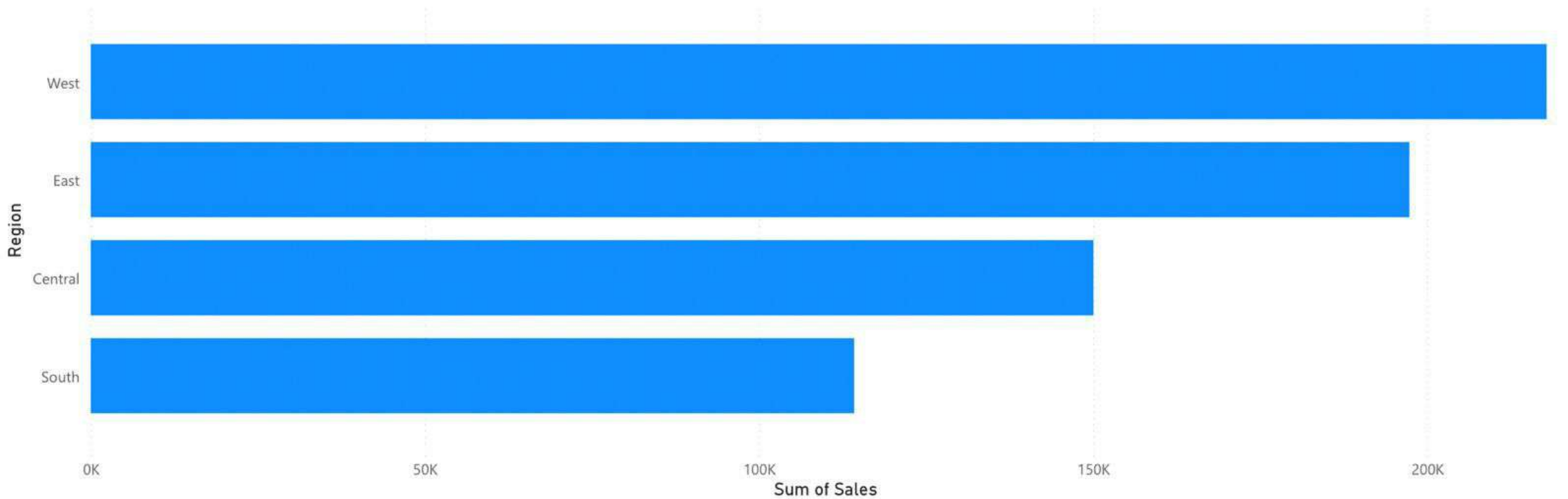
Order Date

1/3/2014

1/30/2016

- Segment
- ☐ Consumer
  - ☒ Corporate
  - ☐ Home Office

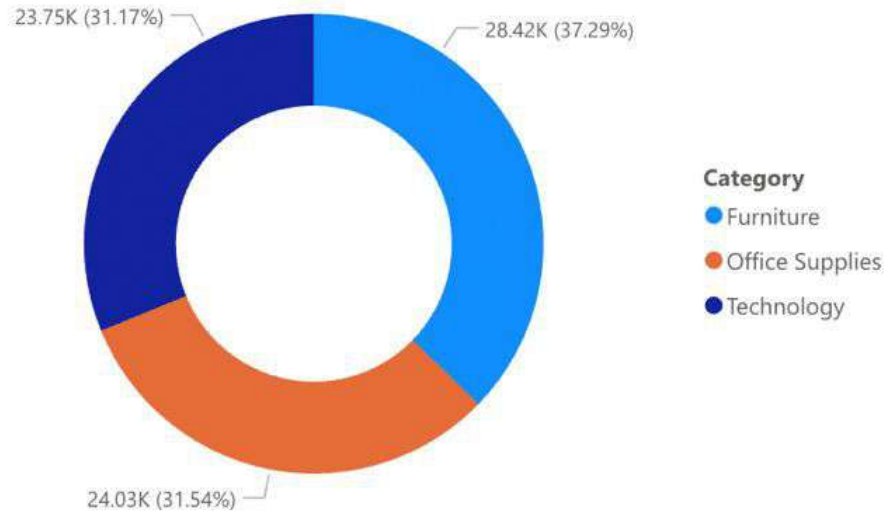
Sum of Sales by Region



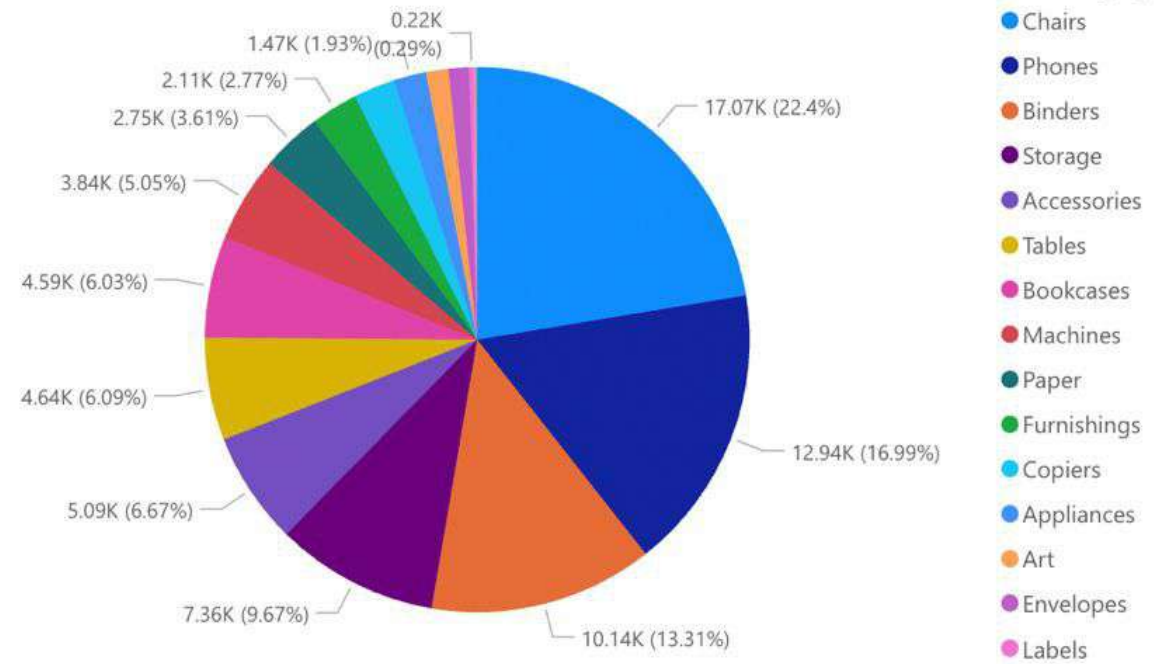
Category, Discount

- Category, Discount
- Category: Furniture
  - Category: Office Supplies
  - Category: Technology
- Discount values:
- 0.00
  - 0.10
  - 0.20
  - 0.70
  - 0.80

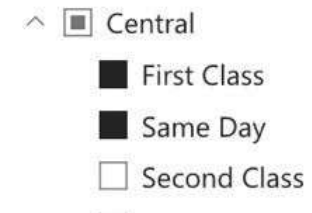
Sum of Sales by Category



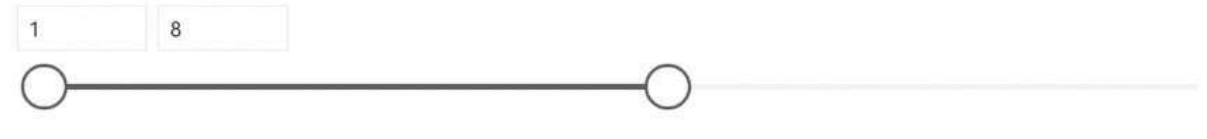
Sum of Sales by Sub-Category



Region, Ship Mode



Quantity



## KEY BUSINESS INSIGHTS

### Regional Performance

The West region recorded the highest total sales, especially during Q3, indicating strong market penetration and seasonal demand.

### Category Contribution

The Technology category consistently generated the highest revenue across all regions, driven by high-value products and increased consumer interest.

### Sales Seasonality

A significant sales peak was observed in November and December, likely due to holiday shopping patterns and promotional campaigns.

### Low-Performing Segments

The South region lagged behind in total sales, suggesting opportunities for strategic improvement in marketing or distribution.

### Product Mix Efficiency

Furniture sales showed moderate revenue but had lower frequency compared to Office Supplies, indicating a need to reassess inventory or bundling strategies.

### Monthly Trends

Sales showed a steady upward trend from Q2 to Q4, with noticeable dips during April and July, possibly due to off-season demand or lower campaign activity.